



June 2011

Dear Conference Participant:

This year we will celebrate the Governor's Conference on Housing and Economic Development in Atlantic City on September 20 and 21, 2011.

We invite you to join us as a corporate sponsor, with the opportunity for increased name recognition:

- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Display of your COMPANY'S LOGO in the Trade Show
- Color DISPLAY AD in our conference program book
- Complimentary CONFERENCE TICKETS
- Distribution of COMPANY LITERATURE/PROMOTIONAL ITEMS
- And so much more!

Each year the Conference attracts an increasing number of public and private sector housing development professionals. Please take a moment to review the enclosed sponsorship opportunities and contact Stacy Spera directly at 609-292-9801 to confirm sponsorship availability. Sponsorships are limited so apply early. All logos and ads must be submitted by August 11, 2011.

Your support will ensure the success of our conference while providing you with increased visibility before our audience of housing development professionals.

Sincerely,

*The JAHMA Foundation* 



# SPONSORSHIP BENEFITS

Must receive commitment, logo and ad for all sponsorships by August 11, 2011.

## LEVEL 1 SPONSORSHIP

### **Premier Sponsor: \$25,000 (Limited to 2)**

- Display of company LOGO at VIP Reception
- Display of company LOGO & conference logo on conference bag
- Full-page, back cover or inside back cover color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW DOUBLE BOOTH in Sponsor's Row (\$650 value)
- Sponsor of Tuesday morning's breakfast
- Ten conference TICKETS (\$1,990 value)
- Ten TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 2 SPONSORSHIP

### **Gold Keynote Luncheon Sponsor: \$15,000 (Limited to 5)**

- Display of company LOGO & conference logo on t-shirts/ umbrella/recycled natural jotter/lunch bag
- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 3 SPONSORSHIP

### **Silver Sponsor (Hospitality): \$10,000 (Limited to 5)**

- Display of company LOGO on all signage at beverage stations located throughout Convention Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Sponsor of Wednesday morning's continental breakfast in Trade Show area
- Seven conference TICKETS (\$1,393 value)
- Seven TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 4 SPONSORSHIP

### **Smoothie Sponsor: \$7,500 (Limited to 2)**

- Display of company LOGO on all signage
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

### **Lanyard Name Badge Holder Sponsor: \$7,500 (Limited to 1)**

- LOGO on conference lanyard badge holder
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 5 SPONSORSHIP

### **Networking Reception Sponsor: \$5,000**

- Display of company LOGO at Tuesday's Networking Reception
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

### **VIP Reception Sponsor: \$5,000**

- Display of company LOGO at Monday's VIP Reception
- Half-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials



# SPONSORSHIP BENEFITS

Must receive commitment, logo and ad for all sponsorships by August 11, 2011.

## LEVEL 6 SPONSORSHIP

### Dessert Reception: \$3,500

- Display of company LOGO at Tuesday's dessert extravaganza
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

### Podcast Sponsor: \$3,500 (Limited to 2)

- Display of company LOGO on signage at session taped for Podcast
- Display of company LOGO on Conference Website
- Advertising on Podcast
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company LOGO in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 1 SPONSORSHIP

### Caricature Sponsor: \$3,000 (Limited to 2)

- Sponsorship of Caricature Artist at the Networking Reception and Wednesday's Trade Show with signage in the Caricature Area
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 8 SPONSORSHIP

### Internet Café Sponsor: \$2,500

- Sponsorship of The Internet Café at the Trade Show with signage in the Internet Café Area
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

### Bus Tour Sponsor: \$2,500 (Limited to 2)

- Sponsorship of the Bus Tour
- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## LEVEL 9 SPONSORSHIP

### General Sponsor: \$2,000

- Display of company LOGO on signage
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$650 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception Monday
- Distribution of COMPANY LITERATURE with conference materials

## CONFERENCE BOOK ADS:

**Full Page Ad** (9.25" wide X 6.5" high) \$500

**Half Page Ad** (4.5" wide X 6.5" high) \$250

**Quarter Page Ad** (4.5" wide X 3.125" high) \$125



# SPONSOR REGISTRATION FORM

Organization: \_\_\_\_\_  
 Contact Name/Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## PLEASE INDICATE SPONSORSHIP LEVEL:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Premier: \$25,000               | <input type="checkbox"/> Networking Reception: \$5,000 | <input type="checkbox"/> Internet Café: \$2,500 |
| <input type="checkbox"/> Gold Keynote Luncheon: \$15,000 | <input type="checkbox"/> VIP Reception: \$5,000        | <input type="checkbox"/> Bus Tour: \$2,500      |
| <input type="checkbox"/> Silver (Hospitality): \$10,000  | <input type="checkbox"/> Dessert Reception: \$3,500    | <input type="checkbox"/> General: \$2,000       |
| <input type="checkbox"/> Smoothie: \$7,500               | <input type="checkbox"/> Podcast: \$3,500              |   |
| <input type="checkbox"/> Lanyard: \$7,500                | <input type="checkbox"/> Caricature: \$3,000           |   |

## CONFERENCE BOOK ADS:

- ☐ Full Page: \$500  
☐ Half Page: \$250  
☐ Quarter Page: \$125

AMOUNT ENCLOSED: \$ \_\_\_\_\_

As a Sponsor you will be entitled to a booth on the Trade Show floor. Will you be using your booth? ☐ Yes ☐ No

## ATTENDEES *(Please type or print name and title of individuals attending):*

Name:	Title:	Attending Luncheon	Attending Reception
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	<input type="checkbox"/>	<input type="checkbox"/>

TO BE A SPONSOR OF THE 2011 GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT, PLEASE CONTACT:

Stacy Spera at 609-292-9801 or [sspera@dca.state.nj.us](mailto:sspera@dca.state.nj.us)

MAKE CHECKS PAYABLE TO GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT AND RETURN TO:

NJ Governor's Conference on Housing and Economic Development • P.O. Box 18550 • Trenton, NJ 08650-2085



# PROGRAM BOOK AD/LOGO SPECIFICATIONS

The Program Book will print in 4-color process / Full Color

## AD SIZES

- Full-page: 9.25" wide X 6.5" high
- Half-page: 4.5" wide X 6.5" high
- Quarter-page: 4.5" wide X 3.125" high

*\*all ads that appear on the cover should be supplied in 4-color process (Full Color) and should include a bleed area of .25"*

## FILE FORMATS

All files should be hi-resolution and should be no less than 300 DPI (Dots Per Inch).  
If ad is to print in color, files should be saved in a CMYK format.

## ACCEPTABLE FILE FORMATS

- Hi-Resolution PDF File
- Hi-Resolution JPEG or TIFF files
- All logos should be made available in an Adobe Illustrator EPS file format (please convert front to outlines).  
This will allow your logo to print very clearly.

## MAILING INFORMATION

Ads may be emailed or mailed to the HMFA, attention: Joseph Kuzemka:

- Email: [jkuzemka@njhmfa.state.nj.us](mailto:jkuzemka@njhmfa.state.nj.us)
- Mail: P.O. Box 18850, Trenton, New Jersey 08650
- UPS or FedEx: 637 South Clinton Avenue, Trenton, New Jersey 08611

## QUESTIONS?

For any questions regarding ad specifications or logos, please contact Joseph Kuzemka at 609.278.7515

## PAYMENT

Please remit your sponsorship fee of \$\_\_\_\_\_ by August 11, 2011 to: Governor's Housing Conference Attn: Stacy Spera

- Mail: P.O. Box 18850, Trenton, New Jersey 08650
- UPS or FedEx: 637 South Clinton Avenue, Trenton, New Jersey 08611



# SPONSOR CHECKLIST

Please review the following options carefully and contact Stacy Spera with your specific needs by phone at (609) 292-9801 or by e-mail at [sspera@dca.state.nj.us](mailto:sspera@dca.state.nj.us)

\*\* Completed Checklist & Application for Space must be received via fax or mail no later than August 11, 2011 \*\*

Sponsorship Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

## TRADE SHOW BOOTH IN SPONSOR ROW

\_\_\_\_\_ YES! My company would like to have a FREE trade show booth in Sponsor's Row.  
Please complete and return the enclosed application for space.

*\*Please note: you will still be responsible for electric hook-up fees.*

\_\_\_\_\_ NO – my company will not be utilizing a booth in the trade show.

## COMPLIMENTARY CONFERENCE TICKETS

On the enclosed application for space please list the names of who will be attending the conference on behalf of your company. The number of complimentary tickets is listed in the sponsorship opportunity.

## COMPLIMENTARY VIP RECEPTION TICKETS (IF APPLICABLE)

Please also submit a list of who will be attending the VIP Reception on Monday evening, September 19, 2011, if different than the conference ticket list above. Check sponsorship opportunity to verify if your sponsorship includes VIP Reception Tickets.

## DISTRIBUTION OF COMPANY LITERATURE/PROMOTIONAL ITEMS

\_\_\_\_\_ YES! I would like to distribute literature or giveaway items with conference materials.  
I will send 1,500 sets of these items to the HMFA by August 11, 2011 (see shipping info below).

\_\_\_\_\_ NO – I will not be sending promotional items to be distributed with conference materials.

## COMPANY BANNER

\_\_\_\_\_ YES! I would like to have my company's banner displayed at the Trade Show.  
I will send my banner to the HMFA by August 11, 2011 (see shipping info below).

\_\_\_\_\_ NO – I prefer not to have my company's banner displayed at the Trade Show.